

A decorative graphic on the right side of the slide. It features three sets of concentric circles in shades of blue. Two thin blue lines intersect at the top left and extend diagonally across the slide, passing behind the circles.

# **CATALYST Tobacco Program Planning and Reporting**

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# Best Practices

Tobacco control program key attributes

Comprehensive

Sustainable

Accountable



# *Tobacco use remains the single most preventable cause of disease and death.....*

In the United States, Cigarette smoking and exposure to secondhand smoke causes 443,000—or 1 in 5 deaths each year.

Economic losses are also staggering. Smoking-attributable diseases result in **\$96 billion** in health care costs annually in the U.S., and **\$2.5 billion** in Kentucky.

# Best Practices

- **M**onitor tobacco use and prevention policies
- **P**rotect people from tobacco smoke
- **O**ffer help to quit tobacco use
- **W**arn people about the dangers of tobacco
- **E**nforce bans on tobacco advertising, promotion, and sponsorship
- **R**aise state cigarette taxes on tobacco

Even in economically challenging times, states can make a significant difference in public health by employing high-impact, cost-effective tobacco control and prevention strategies.

# Use of Tobacco Funds

1. Support evidence-based strategies in your community to reduce the burden of tobacco use among all populations
2. Work toward policy and environmental change or change public perception that the use of tobacco is harmful to everyone's health
3. Reference the PHSR and Administrative Regulations for specific Tobacco Prevention and Cessation guidelines

# CDC Goals

- Preventing young people from starting to smoke.
- Eliminating exposure to secondhand smoke.
- Promoting quitting among young people and adults.
- Identifying and eliminating tobacco-related health disparities among different population groups.

# Best Practices

## Program elements:

- ✓ Community programs to reduce tobacco use and de-normalize smoking
- ✓ School programs
- ✓ Enforcement of existing regulations and laws
- ✓ Statewide programs
- ✓ Cessation programs



# Best Practices

## Program elements (continued)

- ✓ Counter marketing programs, including paid and earned broadcast and print media, media advocacy, public relations, public education, and health promotion activities
- ✓ Surveillance and evaluation
- ✓ Administration and management

# Minimum Requirements

- Attend in person state tobacco conference
- Participate in one or more state tobacco webinars
- Participate in monthly Tobacco conference calls
- Decrease percentage of youth grades 9-12 who have used tobacco products in past 30 days
- Decrease current smoking rates among youth and adults
- Increase the number of school districts that implement and enforce 100% Tobacco Free School policy
- Increase the number of workplaces that prohibit smoking
- Increase the number of cities/counties that pass comprehensive smoke-free ordinances
- Eliminate tobacco related health disparities

# The Basics

## Capacity Development C1

1. Educate yourself and others
2. Reach out to reduce the workload
3. Connect efforts

# The Basics

## Prevent Initiation C2

1. Educate, educate, educate
  - a) Schools (youth, adults)
  - b) Media (youth, adults, disparate population)
  - c) Businesses (retailers, SHS, schools)

# The Basics

## Promote Cessation C3

1. Kentucky's Tobacco Quitline
2. Cessation classes
3. Disparate populations
4. Media
5. National events

# The Basics

## Eliminate Secondhand Smoke C4

1. Business/employers
2. Media
3. Policy education
4. Policy change
5. National events
6. Disparate populations

# The Basics

## Diversity C5

1. 18-24 year olds
2. Pregnant women
3. African Americans
4. Hispanics
5. Children
6. Appalachia

# CATALYST WELCOME SCREEN

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/home/home.asp?y=prev

File Edit View Favorites Tools Help

★ Favorites

CATALYST - Welcome to Tobacco CATALYST

Home Contract Management Reports Utilities Help

Welcome

← previous Contract Year: FY 11-12 next →

Total Workplans Submitted:	6
Irene Centers:	6
Total Workplans Approved:	4
Irene Centers:	4
Total Workplan Activities:	419
Irene Centers:	419
Total Workplan Activities Approved:	0
Total Workplan Activities Not Approved:	1
Irene Centers:	1

Contract with Locked Results:	0
Total Result Activities:	0
Total Result Activities Closed:	0

Planned Work Load												
Activity Closeouts Planned by Month												
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
9	1	0	2	6	8	108	3	3	10	34	235	

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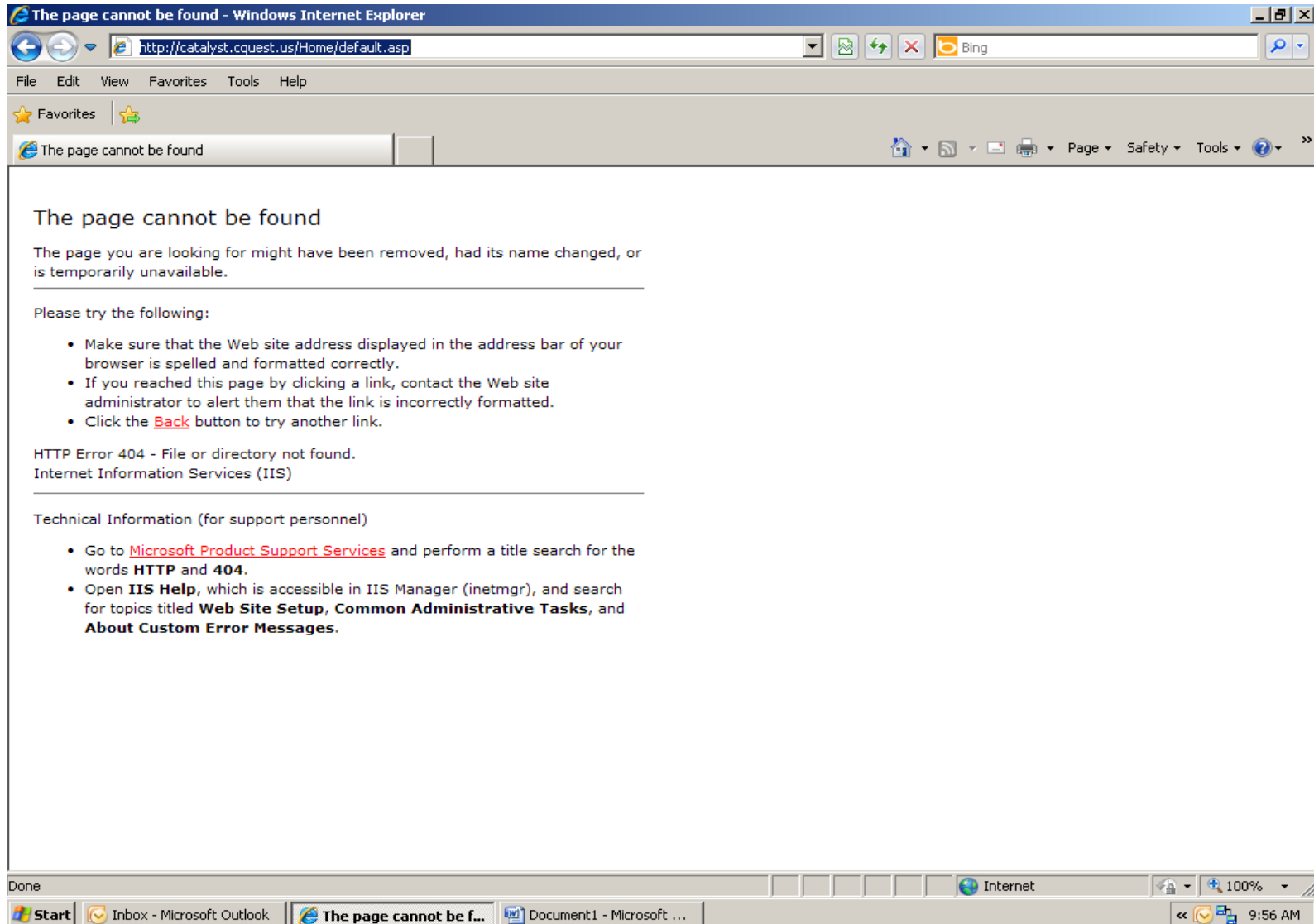
http://catalyst.cquest.us/ky-tobacco-2010/home/home.asp?y=next

Internet 100%

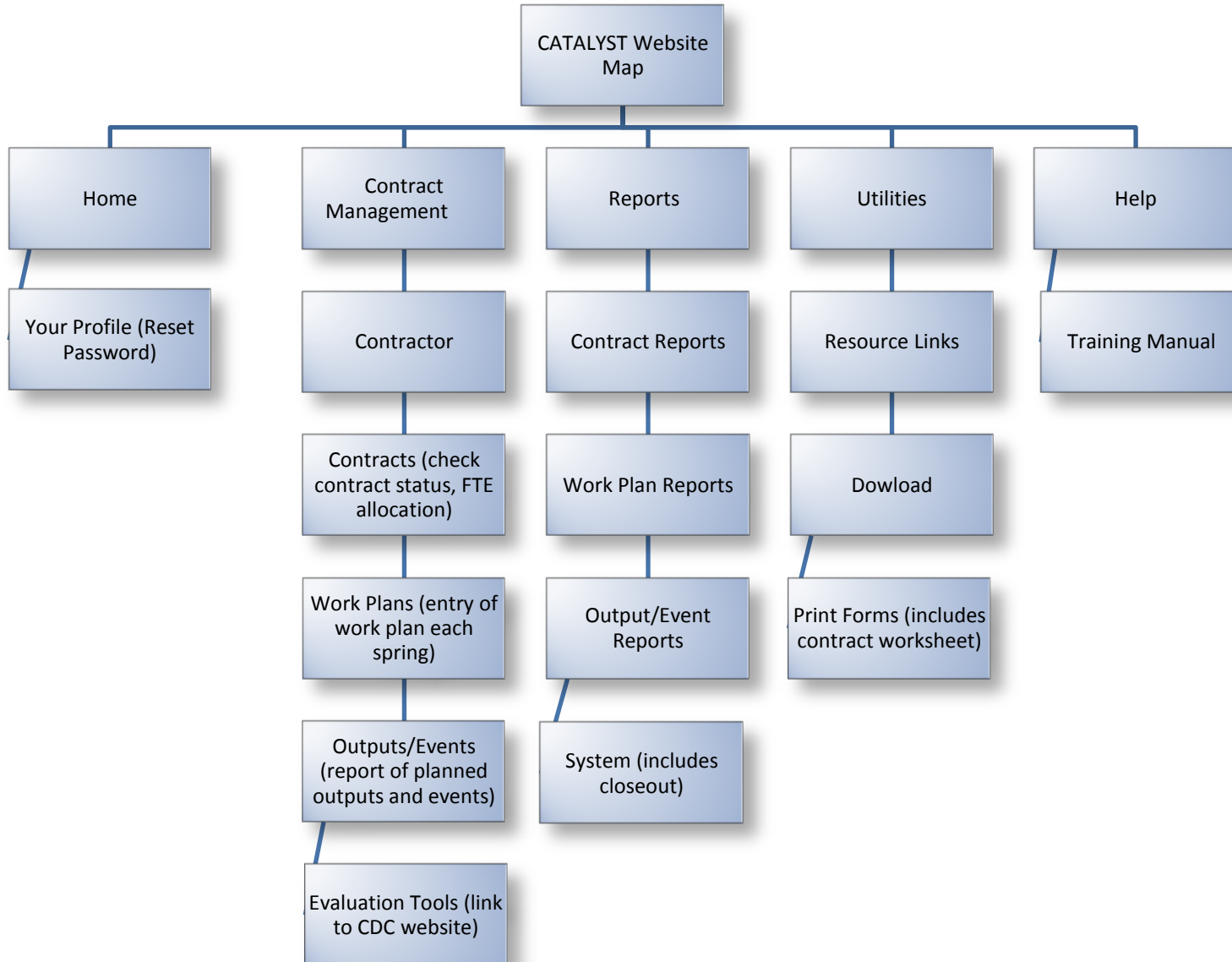
Start Inbox - Microsoft Outlook CATALYST - Windows ... Microsoft Excel - Book1 Control Panel 9:45 AM



# CATALYST LOGIN



# CATALYST HIERARCHY



# Annual Work Plan Entry

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/Workplan/Workplan\_find.asp

File Edit View Favorites Tools Help

★ Favorites

CATALYST

**catalyst** - Find Tobacco Planned Activity

Home Contract Management Reports Utilities Help

Contractor Cumberland Valley District Health De Find

Contract Year FY 11-12 Clear

Goal - select -

Activity - select - New

- Select a Planned Activity -  
*no activities found*

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# Annual Work Plan Entry

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/Workplan/Workplan\_Form.asp?cid=1588&oid=1&aid=7&a=Gree

File Edit View Favorites Tools Help

★ Favorites

CATALYST × Yahoo! Sports - Sports News...

**catalyst** - Tobacco Workplan | Green River District Health Department - - FY 11-12  
- C1-Capacity Development - Diverse Populations Coalition

Home Contract Management Reports Utilities Help

**WORKPLAN**

Goal/Activity ←

Audience ✓

Previous

Next

Save

**Goal** C1-Capacity Development

**Activity** Diverse Populations Coalition

Estimated time 40 (hours)

Estimated cost 1500 (dollars)

Planned Closeout Month June

**SMART Activity Objective and Description** (5000 characters max)

A member of the tobacco control staff will participate in the monthly meeting of the regional health councils in McLean, Webster, Daviess, Ohio, Union, and Hancock Counties.

(SMART - Specific, Measurable, Achievable, Relevant, Time-bound)

☐ Approved ☐ Not Approved

**Reviewer Comments** (1000 characters max)

Done

Internet 100%

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# Annual Work Plan Entry

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/Workplan/Workplan\_Find.asp?msg=Activity Saved

File Edit View Favorites Tools Help

★ Favorites

CATALYST Stanton's big night lifts Marli... Know the Facts about Suicid...

**atalyst** - Find Tobacco Planned Activity | Activity Saved

Home Contract Management Reports Utilities Help

Contractor  Find

Contract Year  Clear

Goal  New

Activity  New

- Select a Planned Activity -

Delete	Year	Goal	Activity	Approved
<input type="checkbox"/>	FY 11-12	C1-Capacity Development	Adult Coalition Meetings and Activities	
<input type="checkbox"/>	FY 11-12	C1-Capacity Development	Apply for Grant	
<input type="checkbox"/>	FY 11-12	C1-Capacity Development	Attend State Tobacco Conference	
<input type="checkbox"/>	FY 11-12	C1-Capacity Development	Community Assessment	
<input type="checkbox"/>	FY 11-12	C1-Capacity Development	Diverse Populations Coalition	
<input type="checkbox"/>	FY 11-12	C1-Capacity Development	KY ASAP Board Meetings	
<input type="checkbox"/>	FY 11-12	C1-Capacity Development	Motivate/Educate Key Staff	
<input type="checkbox"/>	FY 11-12	C1-Capacity Development	Survey - Youth Tobacco Survey (YTS)	
<input type="checkbox"/>	FY 11-12	C1-Capacity Development	Tobacco Coordinator Monthly Conference Calls	
<input type="checkbox"/>	FY 11-12	C2-Prevent Initiation	Great American Smoke Out	
<input type="checkbox"/>	FY 11-12	C2-Prevent Initiation	Kick Butts Day	
<input type="checkbox"/>	FY 11-12	C2-Prevent Initiation	Media Advocacy	
<input type="checkbox"/>	FY 11-12	C2-Prevent Initiation	Policy Change - 24/7 Tobacco-Free School	
<input type="checkbox"/>	FY 11-12	C2-Prevent Initiation	Youth Coalition Activities	
<input type="checkbox"/>	FY 11-12	C3-Promote Cessation	Health/Career Fair	

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# Output Reporting

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/Events/Event\_find.asp

File Edit View Favorites Tools Help

★ Favorites

CATALYST Stanton's big night lifts Marli...

**catalyst** - Tobacco Find Result

Home Contract Management Reports Utilities Help

Contractor Green River District Health Department

Contract Year FY 10-11

Goal Any

Activity Any

Find

Clear

New

*Contract Year, Goal, and Activity must be selected to create a New result*

- Select a Result -

Delete	Activity	Contract Year	Closeout Month	Locked
<input type="checkbox"/>	*Adult Coalition Meetings and Activities	FY 10-11		
<input type="checkbox"/>	Apply for Grant	FY 10-11	March	
<input type="checkbox"/>	*Attend State Tobacco Conference	FY 10-11	September	
<input type="checkbox"/>	Community Assessment	FY 10-11	February	
<input type="checkbox"/>	*Diverse Populations Coalition	FY 10-11		
<input type="checkbox"/>	Employer Cessation Support	FY 10-11		
<input type="checkbox"/>	*Great American Smoke Out	FY 10-11	November	
<input type="checkbox"/>	H.O.T. Conference Attendance/Activities	FY 10-11	September	
<input type="checkbox"/>	*Health/Career Fair	FY 10-11	January	
<input type="checkbox"/>	*Kick Butts Day	FY 10-11	March	
<input type="checkbox"/>	*KY ASAP Board Meetings	FY 10-11		
<input type="checkbox"/>	*Media - Other	FY 10-11		
<input type="checkbox"/>	Media - Radio PSA	FY 10-11		
<input type="checkbox"/>	Media - TV PSA	FY 10-11		
<input type="checkbox"/>	Media Advocacy	FY 10-11		

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# Output Reporting

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/Events/Event\_Form.asp?cid=1489&eid=229&oid=38&aid=74&a=

File Edit View Favorites Tools Help

CATALYST

- Tobacco Result | Clark County Health Department - - FY 10-11  
- C3-Promote Cessation - The Cooper-Clayton Method to Stop Smoking

Home Contract Management Reports Utilities Help

**RESULTS**

Outputs   
Key Partner   
Media   
Evaluation

Previous  
Next  
Save

Month     Adults

Time  (est. hrs) Cost  (est. \$)  African American

# Events   Hispanic

☐ Share this story ☒ Media generated  Pregnant Smokers

Output Journal (5000 characters max)   Preschool

Cooper/Clayton class beginning on 09-14-10 @ 12:00 pm to meet one hour weekly for 13 weeks.  Smokeless Tobacco Users

Teens 9-12

Young Adults 18-24

Youth K-8

Delete	Month	Journal	Hours	Dollars
<input type="checkbox"/>	September	Cooper/Clayton class beginning on 09-14-10 @ 12:00 pm to meet one hour weekly for 13 weeks.	13	
<input type="checkbox"/>	July	Cooper/Clayton class beginning 07-20-10 @ 12:00 pm to meet 1 hour weekly for 13 consecutive weeks.	13	

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# Output Reporting

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/Events/Event\_Form.asp?cid=1498&eid=784&oid=18&aid=68&a=...

File Edit View Favorites Tools Help

Home Contract Management Reports Utilities Help

## RESULTS

- Outputs ✓
- Key Partner ✓
- Media ✓
- Evaluation ✓

Previous  
Next  
Save

### Activity Evaluation

*Complete this screen only when you are done with this activity for the fiscal year.*

Closeout Month

Did you meet or exceed your SMART Activity Objective?  
(refer to SMART Activity Objective and Description in workplan) ☐ Yes ☒ No

Write a SMART Activity Result to summarize your efforts  
(describe what was achieved and measured). If you did not meet your  
SMART Activity Objective, please explain why. (2000 characters max)

Data was not correct in some instances.

### Recommendation

For your organization or organizations similar to  
yours to what degree do you recommend this activity?

Why? (5000 characters max)

### Policy Outcome

If this activity resulted in a policy outcome please describe below:  
(2000 characters max)

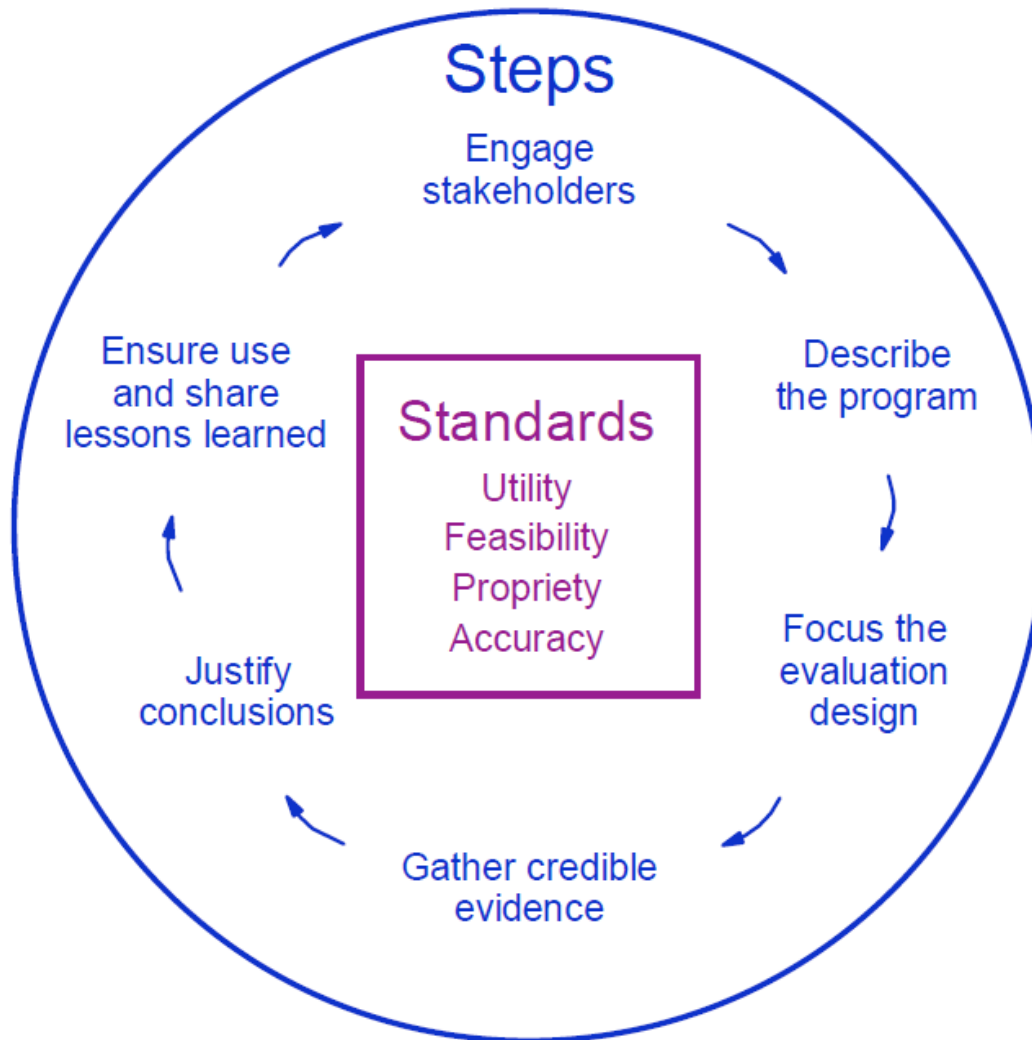
Start | Inbox - Microsoft Outlook | CATALYST - Windows ... | Catalyst User Guide - Mic... | 2010 Burden Document | 12:27 PM



# What We Do With Catalyst Entries

- Provide information to stakeholders and program sponsors such as the effects, potential limitations, or apparent strengths of tobacco control programs in Kentucky
- Indicate the program's impact on participants
- Proactively discover problems or needs to prevent significant problems later
- Track program activities that continue to demonstrate success, and which need to be reassessed
- Recommend improvements for the future
- Ensure quality and inform the public about our programs
- Assist in prioritizing resources by identifying program components that are most effective or critical.

# Recommended Framework for Program Evaluation



# CATALYST Terminology

- **Activity**: A program approach or strategy that is intended to achieve a short-term or intermediate outcome.
- **Event**: The implementation of an activity. For example, printing of a newspaper article, or teaching a class.
- **Goal**: A targeted tobacco-related essential public health services/other special area of focus that the KY Tobacco Program hopes to achieve through implementation of various activities. The goal is the purpose toward which activities are directed.

# CATALYST Terminology

- **Outputs:** Indicators that demonstrate an event is complete within your activity work plan. For example, the number of individuals who attended a Cooper-Clayton class is an output.
- **SMART:** Specific, Measurable, Achievable, Relevant, Time-bound.
- **Target Audience:** Specific population for whom a behavior or attitudinal change is desired.

# KTCP Contact Information

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Policy & Media – Mark Sizemore x. 4598

Youth Prevention – Elizabeth Hoagland x. 3141

